PARTNER SOLUTION OVERVIEW

ARUBA & ZOOX SMART

Marketing at the speed of social: Using context to convert big data to smart data

Large hotels, airports, and shopping malls look to guest Wi-Fi to provide visitors with new and engaging experiences. Contextual information generated by those networks, during and post log-in contain valuable meta-data including identity, on-site behavior, and location. When these data are extracted and used in a legally-compliant manner, they can be used to create tailored marketing, loyalty, and sales campaigns.

Accenture reports that 90% of consumers are willing to share some level of personal detailers with retailers, and 60% want to receive real-time promotions and in-store offers.[1] Additionally, 82% would welcome loyalty point notifications or coupon offers, and 57% would want real-time promotions.

Aruba wireless 802.11ax (Wi-Fi 6) and 802.11ac (Wi-Fi 5) access points (APs) are available in multiple form factors for applications of all sizes. The Aruba 500 series APs support environments with high client density using dynamic RF optimization and tri-radio modes, which are well suited for large venue deployments.

Zoox Smart has created a cloud-based Wi-Fi analytics and engagement platform to help large venues provide more engaging visitor experiences. The solution consists of Zoox Smart Wi-Fi, Zoox Smart Pass, and Zoox Media. Zoox Smart Wi-Fi is a captive portal that authenticates a user onto guest Wi-Fi using social log-in credentials. Zoox Smart Pass uses facial recognition to check in users using a camera, while Zoox Media pulls in on-line data about a user to enhance marketing campaign decisions.

Aruba and Zoox Smart have partnered to certify the integration of Aruba's wireless and location infrastructure with the Zoox Smart platform to enable personalized marketing, loyalty, and sales campaigns.

WHY ARUBA & ZOOX SMART?

- Personalized marketing engagement from granular user data obtained from Zoox Smart Wi-Fi log-in
- Opportunities for new revenue streams through guest Wi-Fi
- Leverages Aruba wireless infrastructure for reliable connectivity
- Certified joint interoperability

The joint solution leverages Aruba's 802.11 ac and 802.11ax (Wi-Fi 6) wireless infrastructure, the Meridian Location Services, and Analytics and Location Engine (ALE). When visitors enter a venue, they authenticate onto the guest Wi-Fi network using the Zoox captive portal, logging in with social media credentials. The Zoox platform automatically pulls identity and location from the Aruba infrastructure, and user data from social media platforms. Typical social data includes:

- Gender
- Hometown
- Profession
- Brands Liked
- Music Liked

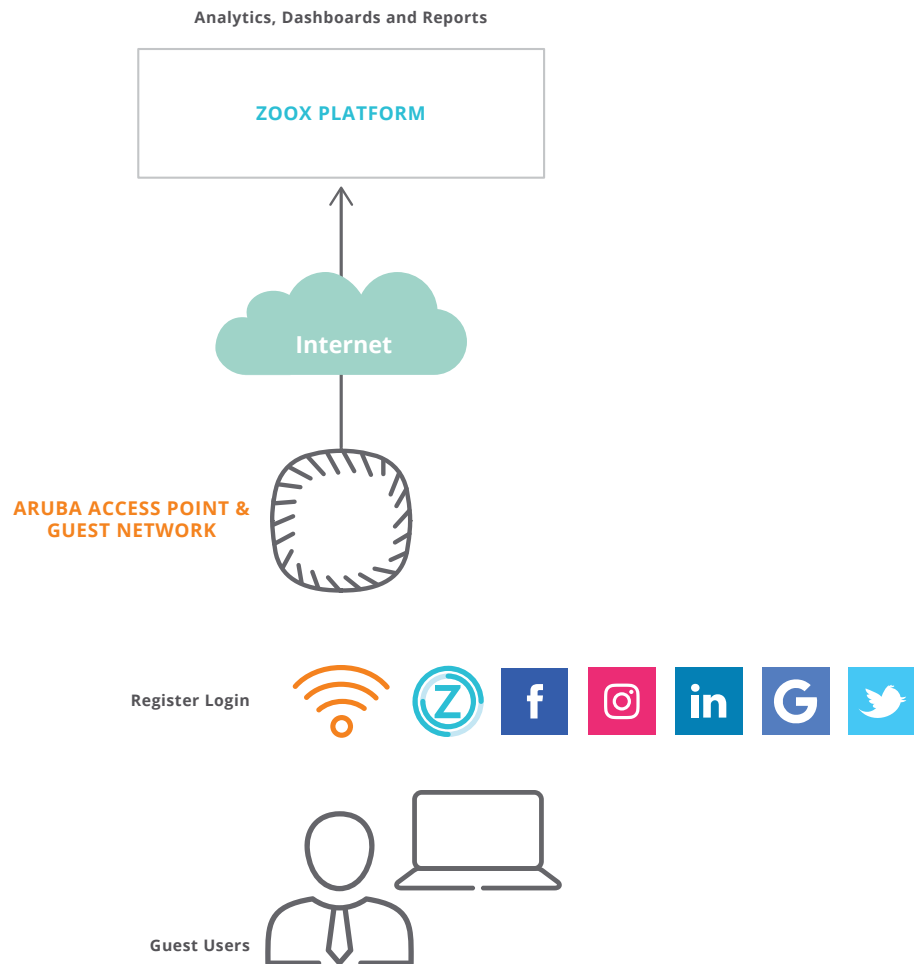[1] Vujanic, A. (2015, March 9). Accenture Personalization Survey: Responsible Retail is the New Imperative. Retrieved from https://newsroom.accenture.com/

Analytics, Dashboards and Reports

ZOOX PLATFORM

Internet

ARUBA ACCESS POINT & GUEST NETWORK

Register Login

Guest Users

Figure 1: Aruba and Zoox Smart joint solution diagram

HOW IT WORKS

These data are accessible through the Zoox Media tailored dashboards for targeted campaigns. Zoox Media helps venues create:

- Push notifications
  - Location relavent advertisements
  - Personalized promotions
- Guest engagement
  - Satisfaction surveys
  - Mobile concierge anywhere
- Captive portal engagement
  - Corporate apps
- Location-based advertisements
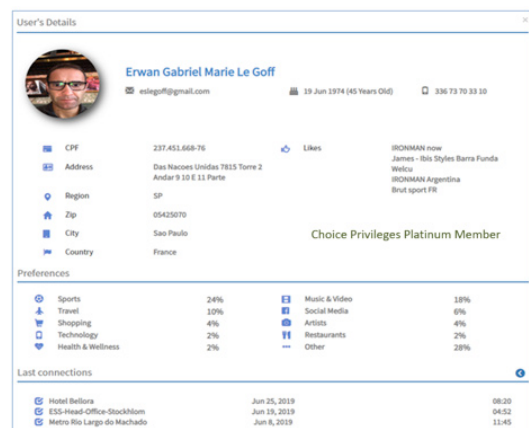- Personalized promotions

Figure 2: Zoox Smart User Data Card

WHY IT MATTERS

Social Wi-Fi marketing can dramatically improve a venue's brand presence. Tailored marketing campaigns can be created by understanding the guest demongraphic base, number of repeat visitors, and purchase history. Benefits of social Wi-Fi marketing include:

- Deep customer knowledge: Understand who customers are, what they like, and most importantly – what they buy.
- Increased engagement: Periodically send email campaigns and connect with customers using social media marketing.
- Broaden CRM: Add real visitor's names and information to a user database for remarketing.
- Location marketing: See how customers visit individual or multiple locations, and offer store-specific promotions to the right customers.

CERTIFIED INTEROPERABILITY

We've certified the interoperability of Zoox Smart with Aruba WLAN infrastructure to simplify deployment and operation. Zoox's cloud APIs interface with the Radius server and captive portal, in which user data are self-registered. Set up is a breeze and allow joint deployments to go in faster and more reliably.

SUMMARY

Aruba and Zoox Smart have teamed to simplify context- and social-based marketing, sales, and loyalty campaigns. Contact your local sales representative to see how together Aruba and Zoox Smart offer one of the industry's most innovative Wi-Fi analytics solutions.

To learn more about Aruba's wireless portfolio:
https://www.arubanetworks.com/products/networking/access-points/

To learn more about Zoox Smart, visit:
https://zooxsmart.com/en/

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